

REMARKS/ARGUMENTS

In response to the Examiner's Notice of Non-Compliant Amendment dated January 19, 2010 issued with respect in the present application, the Applicant submits the accompanying Amendment of the claims which replaces the Amendment of the claims submitted with the Applicant's Reply of November 3, 2008, and the below Remarks.

Regarding Amendment

In the Amendment:

independent claim 1 is amended to specify that the coded data includes a plurality of tags each encoding data on an identity of the printed form and the location of that tag on the printed form, and that the method includes identifying a digital description associated with the printed form from the form identity represented in the received interaction data and capturing competition entry by determining locations in the digital description associated with the locations of the interacted tags represented in the received interaction data, and assigning a competition alias identifier to the captured competition entry. Support for this amendment can be found, for example, at page 14, line 36- page 15, line 11 and page 23, line 4-page 26, line 20 of the present specification;

claims 2-11 and 35-44 are unchanged; and

claims 12-34 are cancelled.

It is respectfully submitted that the Amendment does not add any new matter to the present application.

Regarding Continuation of 4(e)

It is respectfully submitted that the amendment listing claim 1 contains all of the claim language in the first claim limitation cited by the Examiner with clear markings to show the changes.

It is respectfully submitted that all of the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,

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